

# Ariel Norling

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I am a product designer interested in the intersection between education, serendipity, technology, and user-centered design to help people do work they love.

## Skills

HTML + CSS  
Sketch  
Illustrator  
Photoshop  
JavaScript + d3  
Python

## Interests

Architecture  
Minimalism  
Feminism  
Alternative music  
Yoga  
Coffee  
Adventure

## Experience

**Lead designer** *Spring 2015*  
**Carnegie Mellon University Capstone Project** *Pittsburgh, PA*  
**Bloomboard**

Designed the team branding and website, research reports, presentations, and letterhead. Conducted user research interviews, literature review, and competitive analysis. Designed the project user experience and interface, created prototypes, and lead user testing and feedback

**Design Intern** *Fall 2014*  
**NoWait** *Pittsburgh, PA*

Designed user experience and interface for new features in guest iOS and Android apps. Redesigned user sign up flow and developed front-end for form. Created infographics from user research data, print materials for national marketing campaigns, and presentation template for sales and business intelligence teams. Illustrated custom graphics for office posters. Participated in product research and planning.

**Chief Creative Officer** *Spring 2013 - Fall 2013*  
**BetaMatch** *San Antonio, TX*

Designed all of the branding, user experience and interface designs, and graphics. Contributed to front-end development. Wrote and edited copy. Conducted user research and feedback sessions. Lead product planning.

**Graduate Assistant** *Fall 2012 - Spring 2013*  
**Syracuse University** *Syracuse, NY*

Graduate assistant for the Information Technology, Design, and Startups minor. Assisted teaching classes "What's the Big Idea" and "Idea to Startup." Ran independent sessions to help students refine their product

**Design Intern** *Fall 2012*  
**Rounded Co.** *Syracuse, NY*

Designed the user experience and identity for project. Created wireframes and style tiles for delivery to client.

**Chief Executive Officer** *Spring 2012 - Spring 2013*  
**YouShouldDate.Me** *Syracuse, NY*

Designed all of the branding, user experience and interface designs, and graphics. Completed all of the front-end development. Wrote and edited copy. Conducted user research and feedback sessions. Lead product planning. Raised seed round. Managed team members.

## Education

**Carnegie Mellon University**  
**School of Computer Science**  
**Human-Computer Interaction Institute**  
Master's in Educational Technology & Applied Learning Science (2014-)

**Syracuse University**  
**School of Information Sciences**  
Master of Science in Information Management (2012-2013)  
degree incomplete: withdrew to work on BetaMatch

**Maxwell School of Citizenship and Public Affairs**  
Bachelor of Arts in Policy Studies (2009-2012)